

Developing Technological Startup Entrepreneurs: A Case Study of A Graduate Entrepreneurship Program at Swinburne University.

W. Edward McMullan

Swinburne University of Technology

L. Murray Gillin

Swinburne University of Technology

John Bailey

Swinburne University of Technology

ABSTRACT

Although universities have been offering courses in entrepreneurship education for over thirty years, graduate level degrees programs are only seven years old. In 1987 the Journal of Business Venturing printed an article which provided the architecture for a graduate degree program in entrepreneurship which was subsequently adopted in 1988 for the design of a degree program offered through Swinburne University of Technology in Melbourne, Australia. Over the following eight years, several hundred students passed through the three graduate levels of programming offered.

This paper discusses the implementation of the program design, the results from two surveys tracking the activities and performance of graduates, and some of the implications of this type of program offering.

Since 87% of those surveyed started ventures, either independently or under the auspices of a corporation, and since the average number of employees in firms with sales was quite high at approximately six, this type of programming shows signs of not only helping people begin meaningful entrepreneurial careers but also of providing governments with an effective micro-economic response for job creation.

Due to technical difficulties, the full text of this paper is not available at this time. Please contact the author for a copy of the paper.